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Extra Ballyhoo Efforts Pay Off!

By JAY L. SMITH

Dates for the various Annual Industry meetings to be held in Toronto this fall, are now all set. The Annual Meeting and Luncheon of the Motion Picture Theatres Association of Ontario, under the direction of President Lionel Lester, will be held at the King Edward Hotel, Monday, November 19th. On Tuesday, November 20th, the National Committee of Motion Picture Exhibitors Associations, under Chairman Morris Stein, will hold their Annual Meeting. The Motion Picture Industry Council, under the chairmanship of Rube Bolstad, will meet Wednesday, November 21, and Thursday, November 22nd. Annual meeting of the Canadian Picture Pioneers, and Award Banquet and Dance will be held at the King Edward Hotel, Thursday, November 22nd, with President Morris Stein presiding.

The Grey Cup Football Game, which returns to Toronto this year after being held in Vancouver last year, is scheduled for Saturday, November 24th, which means that a number of the delegates attending the film meetings will be staying over for the big game. It also means that Toronto will be jammed with visitors again this year, so that all delegates planning to attend the various film meetings are urged to secure their reservations as early as possible, so as to avoid disappointment in accomodations.

A recent bulletin published by Sterling Films, which operates the Foto-Nite franchise in Canada, reassures Foto-Nite users in respect to proposed changes in the Canadian Lottery Act. The Bulletin points out that with a Federal election scheduled for 1957, it is extremely unlikely that any action

(Continued on Page 2)

Famous Players Managers Share $500 In Special Cash Awards

Toronto: Latest issue of National Ballyhoo, Famous Players bulletin, compiled and edited by Dan Krendel, reveals that twenty-five Famous Players managers have recently been rewarded with a total of $500 in cash prizes in recognition of their special efforts in the field of showmanship and ballyhoo.

At a special sitting of the F-P Award Panel, under the chairmanship of Rube Bolstad, the money was awarded to the twenty-five managers, for their submissions, out of a total of 100 entries received. This is not actually a contest in the true sense of the word.

(See F-P MANAGERS Page 7)

UA RELEASING MINIMUM OF 48 FEATURES IN 1956-57, 30 ALREADY COMPLETED

UA Billings Soar

New York: Robert S. Benjamin, Chairman of the Board of United Artists, last week announced that domestic gross billings for the week ending September 8 totaled $2,403,000, the biggest single week's domestic earnings in the company's 37-year history. This

(See UA BILLINGS Page 2)

"Tea" Diet Sparks Powerful MGM Schedule Thanksgiving To Xmas

Toronto: With "Tea and Sympathy" breaking in key runs for Thanksgiving, and "Teahouse of the August Moon" tentatively scheduled for Christmas release, Metro-Goldwyn-Mayer has a minimum of eight outstanding features ready for distribution in Canada for the last three months of this year.

Currently in release is MGM's biggest grosser in years, "High Society", starring Bing Crosby, Frank Sinatra, Grace Kelly and Louis Armstrong. After running for three record-breaking weeks at Loew's Uptown and Downtown theatres in Toronto, day-and-date, the picture has been held for a fourth,

(See MGM RELEASES Page 6)

Large Toronto Group Attend WOMPI Meet

Toronto: Eleven Toronto girls, representing Canada, left this week to attend the 3rd Annual Convention of Women of the Motion Picture Industry, being held this year at Atlanta, Georgia. Heading the Toronto delegation are Gladys

(See WOMPI'S Page 7)

4 Promoted In ASN Streamline Move

Montreal: Associated Screen News Limited is in the news again with a modernized production arrangement. The project creates an independent TV production department, separate from the Motion Picture production department; to provide enlarged scope for increasing TV commercial production.

Murray Briskin, Executive Assistant to the President at ASN, explains — "This move has been

(See ASN PROMOTIONS Page 7)

Exhibitors Honor Theatre Inspector

Regina: At the recent convention of the Saskatchewan Motion Picture Exhibitors' Association, Julius Androcowicz, retiring theatre inspector for Northern Saskatchewan, was honored by the members with the presentation of a silver tray. W. E. Winterton, Saskatoon, past president of the Association, made the presentation on behalf of the membership. Dir-

(See SASK. EXHIBS Page 6)

A. W. Shackleford Again Heads Alberta Theatres Association

Red Deer: At the 13th Annual Meeting of the Alberta Theatres Association, held in the Paramount Theatre here last Monday, President A. W. Shackleford of Lethbridge, was again returned to office for another year, as were 1st Vice-President Doug Miller of Taber, and Secretary-Treasurer Matt Park of Calgary. New officers elected were Marc Jenkins, Calgary, as 3rd Vice-President, and Roy Chown, Calgary, succeeding J.

(See ALTA. EXHIBS Page 2)

New B.C. Theatre

Vancouver: The Nechako Theatre, a new 700-seater, in the northern B.C. boom town of Kitimat, will open on October 4th, after 18 months of construction head-

(See B.C. THEATRE Page 6)

Subject To Justice Dept. Approval, 2 U.S. Theatre Circuits, Warners & Paramount, To Invest in Feature Production to Relieve Continuing Product Shortage.

On the Beam

(Continued from Page 1)

will be taken on such a controversial measure as the Lottery Act before the election.

It further points out that although in all the newspaper publicity, Foto-Nite has been grouped with Sweepstakes and Bingo, Foto-Nite operates under a Federal charter, and has yet to be proven a violation of the Canadian Lottery Act, in spite of a number of test cases in almost every province during the 20-odd years of Foto-Nite's existence in Canada. The Bulletin re-affirms that the Foto-Nite organization will defend, at their expense, any charges that might be levelled at Foto-Nite accounts for violation of the Canadian Lottery Act.

In connection with this, I am indebted to W. C. Russell, manager of Odeon-Morton's Tivoli Theatre, Saskatoon, for forwarding on to me a clipping from the Saskatoon Star-Phoenix, dealing with the latest effort of the local authorities to secure a conviction under the lottery section of the Criminal Code.

The Crown appealed the acquittal a year ago of Vince Pasternick of the Victory Theatre, Saskatoon, and the appeal is now under consideration in the Saskatchewan Appeal Court in Regina. At the time of the trial last year, the Saskatoon magistrate who heard the case, dismissed the charges ruling that Foto-Nite is NOT a lottery. No decision is reported at this time, in respect to the Crown's appeal, but in view of the past history of Foto-Nite in the various provinces, it is exceedingly doubtful if the Appeal Court will reverse the Saskatoon magistrate's ruling.

Maritimes exhibitors, who have been hard hit by poor theatre attendance the past couple of years, are really branching out in diversification moves. Mitchell Bernstein, of the B & L Circuit, has his second big apartment house under construction, this one at Fredericton, his first having been opened last year at Saint John.

Now word reaches us that Mitchell Franklin, vice-president of the Franklin-Hershchorn circuit, will construct a large shopping centre at Oromocto, N.B., especially designed for Canadian Army personnel stationed at Camp Gagetown. Plans call for a supermarket, laundry, drug-store, restaurant, beauty salon and barber shop, and the centre is planned to service approximately 700 of the camp's proposed 2,500 homes. Mitchell Franklin heads the Franklin Service Company which has large real-estate holdings in the Maritimes.

His many friends in the Industry will be happy to hear that Harvey Harnick, genial General Manager of Columbia in Canada, is recovering nicely after some minor surgery, which while not serious, was plenty painful. He is expected back at his desk the latter part of this week.

ALTA. EXHIBS

(Continued from Page 1)

Brager, Calgary, as Assistant Secretary.

The total elimination of the Provincial Amusement Tax came up for discussion, and most of the problems of theatre operation were discussed at length. E. R. Hughes, Deputy Provincial Secretary, Province of Alberta, H. Burkell, Chief Theatre Inspector, and Mr. Wingfield, Amusement Tax Department, attended the meeting and answered questions pertaining to their various departments.

The Purnell Brothers, owners of the Red Deer theatres, were hosts to the members on Sunday night at a screening of "Bus Stop", at the Paramount Theatre, where the annual meeting was held. President A. W. Shackleford, and Vice-President Doug Miller, were selected to attend the Annual Meetings of the National Committee of Motion Picture Exhibitors Associations in Toronto in November.

Re-elected to the Board of Directors for another year were D.A. Boyle, Fort MacLeod; C. S. Bailey, Camrose; D. C. Fox, Pincher Creek; K. M. Leach, Calgary; B. H. Wiber, Edmonton; D. Barron, Calgary; J. W. Bird, Grand Prairie; L. G. Purnell, Red Deer; A. E. Staniland, Edmonton; and E. T. Lewis, High River. New directors are Frank Kershaw, Calgary; Ralph Micheltree, Calgary; and Marc Jenkins, Calgary.

Malden W-B Star

Hollywood: Jack L. Warner has selected Karl Malden to star in and Gordon Douglas to direct "Bombers B-52," a dramatic story of the Air Force's new giant jet planes, the world's largest bombers. Richard Whorf will produce for the studio.

Malden recently completed the stellar role in Tennessee Williams' "Baby Doll," which Elia Kazan produced and directed for Warner Bros.

Churchill Foreword For MGM Production

Hollywood: Sir Winston Churchill's prophetic words, written in 1907, "The problems of East Africa are the problems of the world," will be spoken by the great English statesman in a special foreword to MGM's "Something of Value," authentically dramatic picturization of the Mau Mau uprising in Kenya, East Africa.

Producer Pandro S. Berman and Director Richard Brooks came across the statement, so significantly timely in view of recent world events, while researching background material for the film, starring Rock Hudson, Dana Wynter and Wendy Hiller.

Churchill was approached by studio executives for permission to use his words as a foreword to the picture, parts of which were recently filmed in Africa with the full co-operation of the War Office in London, the Kenya Government and Nairobi City Council.

Churchill not only agreed to allow his prophecy to be used, but has been photographed speaking it for the screen. Characteristically Churchillian, the foreword was recorded as follows:

"Forty-nine years ago I visited Africa. In my book, 'My African Journey,' I wrote 'The problems of East Africa are the problems of the world.' This was true in 1907. It is true today."

Windsor Radio Tie-Up

Windsor: Manager Ed Lamoureux of the Famous Players' Palace Theatre, Windsor, has effected a tie-in with the local Radio Station CJSP for Saturday afternoon broadcasts from the stage of the theatre which are commercially sponsored by two retail establishments, the Red Robin Women's Wear and the Len Kane Men's Wear stores. The program is fitted to the juvenile audience through prize stunts and audience participation as well as the appearance of guest stars.

UA BILLINGS

(Continued from Page 1)

figure exceeded by approximately $500,000 the previous high for a comparative seven-day period.

Mr. Benjamin also announced that UA's world-wide gross earnings for the 1956 period ending September 8 were $6,000,000 above the comparative period for 1955. In 1955 United Artists reported a world-wide gross of $55,000,000 for 12 months, highest annual earnings in company history.

With more than three months left for the remainder of the year Mr. Benjamin indicated that UA will achieve the $65,000,000 12-month 1956 gross anticipated in the company's year-end report.

Arnold Haig Wins Ganetakos Trophy

Montreal: For the second year in a row, Arnold Haig, Newsreel Manager of Associated Screen News in Montreal, won the George Ganetakos Memorial Trophy for Low Net, at the Quebec Division, Canadian Picture Pioneers, 3rd Annual Golf Tournament, held recently at the LaSalle Golf and Country Club, Ville LaSalle. The trophy, which was put up for competition last year for the first time, is presented by John Ganetakos, president of United Amusement Corp., in memory of his father, one of the pioneers of the Motion Picture Industry in Canada, who passed away two years ago as the result of a tragic motor accident.

The Strauss Trophy, open to all comers, was won this year by Harold Giles, 2nd vice-president of United Amusement, with second Low Net.

A record crowd attended this 3rd Annual Golf Tournament, and the dinner which followed. Out of town guests from Toronto, included Frank Fisher, vice-president of Odeon Theatres of Canada, and Frank Vaughan, JARO general manager.

Head table guests at the Quebec Division, CPP, 3rd Annual Golf Tournament and Dinner. L. to r. Phil Maurice, Consolidated Theatres, Chairman of the Special Events Committee; John Ganetakos, United Amusements President; Frank Vaughan, JARO General Manager; Romeo Vandette, Quebec Pioneers President; Frank Fisher, Odeon Vice-President; Fred Peters, Dominion Sound Vice-President; and Arthur Larente, Quebec Pioneers Secretary-Treasurer.

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Across the Country

Toronto

Hamilton, Ont., too, is having its competition for the selection of a Queen for the Community Chests Drive of the United Appeal for which 12 finalists are being selected in October for the crowning of the winner at a rally in the Palace Theatre. In Toronto, the contest preliminaries are being staged each Tuesday at Shea's Theatre in co-operation with Simpson's Department Store.

• • •

The art policy adopted for the Park Theatre, Windsor, got under way with a week's engagement of "The Bed" which was first-run for the Border City. The name of the theatre has been changed to Park Cinema and the admission scale is 75c for adults and 50c for students.

• • •

When the weather proved so bad for the staging of a "Mother's Night" at the Cornwall, Ont., Drive-In, the program was repeated in the following week on Sept. 17 when all mothers were granted free admission if accompanied by one or more of their own children.

• • •

The new season of Saturday Morning Movie Clubs has been started at a number of Odeon Theatres in cities and towns in Ontario such as the Palace, St. Catharines, and the Odeon's at Kingston and Peterborough. Starting October 1 at the Hyland Theatre, London, a series of special art films from Europe and Asia will be presented every Monday night at 8.30 o'clock for one performance. A similar Monday policy was previously announced for the Odeon in Peterborough.

• • •

The Odeon Theatre, London, Ont., featured a "Home-Makers' Holiday" matinee on Sept. 17 for which the stage bill was broadcast by Radio Station CKSL with Ron Macadorey as master of ceremonies. The chief prize of the contest arranged by Manager Davies was an all-expense trip to New York City. The film feature was "The Black Tent."

Maritimes

Genevieve Breen, long-time employee of M-G-M in Saint John, leaves the end of the month to be married in the U.S. A very popular girl in film exchange circles, she will be greatly missed by all her friends here.

• • •

Maritime Allied Exhibitors will hold their annual meeting at the Admiral Beatty Hotel, in Saint John, on Thursday, October 11th. Guest speaker will be N. A. Taylor, President of Twinex-Century Theatres. Annual meeting of the Maritimes Branch of the Canadian Picture Pioneers will be held the previous night, Wednesday, October 10.

• • •

A new Television station at Presque Isle, Maine, will provide TV coverage to the Woodstock, N.B., area only 40 air miles from the new antenna. The station is WAGM-TV, a Columbia Broadcasting System affiliate.

Winnipeg

The Circus Drive-In, which closed ten days ago, with the result that the other drive-ins were charging regular admission prices, has now re-opened its gates, FREE to the public. The remainder of the drive-ins promptly replied to the threat by reverting again to free admissions also.

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Norman Yeske opened his new Capitol Theatre in Langenburg on Sept. 19th. This is a brand new theatre built to replace the old Capitol.

• • •

Haskell Masters, Warner Bros. G-M, was in Winnipeg for a few days and then continued on West. Other visitors this week were Dave Melnyk of Fisher Branch and John Kowbel of Melita.

Vancouver

A member of the Gow theatre family, Douglas Gow, maintenance manager for Famous Players in B.C. was married recently to Margaret Johnston of Summerland B.C. His father, Frank Gow, former B.C. District Manager for F-P, brother Mel Gow, manager of the Capitol, Nanaimo, and brother Frank Gow, Jr., manager of the Broadway, Vancouver, were all at the wedding.

• • •

Jack Allen, with the Royal Bank for six years, is the new assistant at the Studio Theatre, replacing Peter Stanley, now in the tugboat business.

• • •

Jim Webster, assistant at the Vogue, moves to the Plaza, replacing Dolly Inkster, who resigned to get married.

• • •

Jack Printz, formerly with Odeon in Eastern Canada, is now assistant to Ivan Ackery at F-P's Orpheum, succeeding Art Lorimer who moves to the Regent in Burnaby as manager, replacing Les Stratton, who will manage the reopened Kerrisdale. Lloyd Oakes moves from Theatre Confections to replace Ted Bielby as Strand Assistant. Bielby takes over as manager of the re-opened Alma.

• • •

The gals are really moving in on theatre and film business. Odeon circuit has five in the B.C. district. They are Maud Smith, Odeon, Duncan; Dorothy Smith, Varsity, Vancouver; Freda Drake, Oak, Burnaby; Gay Carl, assistant at the Paradise, Vancouver and Marie Aime, relief manager. On film row there are two lady shippers, and two femme bookers, Mabel Grant of Astral and Vi Hosford of 20th-Fox.

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A Record Crowd Attended the Gala North American Premiere of JARO's "REACH FOR THE SKY", At the Odeon-Carlton, Toronto, September 20th, Under the Auspices of the RCAF Association!

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MGM RELEASES

(Continued from Page 1)

and probably fifth week at the Uptown alone. Hilly Cass, Canadian General Manager for MGM reports that in its first 10 engagements in Canada, "High Society" has outgrossed the previous record-breaking MGM hit, "I'll Cry Tomorrow" in 9 situations. At the Radio City Music Hall in New York, "High Society" is the tenth MGM picture to hit the $1,000,000 gross mark, but is only the second of these to reach this figure in just 41 days.

"Tea and Sympathy", which will be MGM's Canadian Thanksgiving release, is highly regarded by MGM execs, as one of the company's greatest potential grossers, particularly in the keys. Adapted by Robert Anderson from his own smash Broadway stage success, and with the two stars of the original stage show, Deborah Kerr and John Kerr repeating their roles in the CinemaScope and Metrocolor screen version, the film has received the highest possible praise at all preview showings.

Next on the list of Metro releases is "The Power and the Prize", which launches a new European star, Elisabeth Mueller, whom MGM confidently predict will prove another Garbo or Bergman. Co-starred are Robert Taylor, Burl Ives, Charles Coburn, Sir Cedric Hardwicke, Mary Astor and Nicola Michaels.

Also scheduled for October release in Canada is "The Opposite Sex", MGM's musical version of the Clare Boothe hit play, "The Women". In CinemaScope and Metrocolor, the picture stars June Allyson, Joan Collins, Dolores Gray, Ann Sheridan and Ann Miller, plus Leslie Nielsen, Jeff Richard, Agnes Moorhead, Charlotte Greenwood, Joan Blondell and Sam Levene. Also in for guest appearances are Harry James, Art Mooney, Dick Shawn, Jim Backus and Bill Goodwin. This promises to be a honey.

Final release for October, with a special engagement set for the Towne Cinema in Toronto, is "Lust For Life", MGM's film based on the life of artist Vincent van Gogh. Starring Kirk Douglas, with Anthony Quinn, Everett Sloane, Pamela Brown and James Donald featured, the CinemaScope and color film recently had its world premiere at the Plaza Theatre, New York, where it established a new all-time record for an opening day at the theatre. A highly-specialized campaign will be used to publicize the film, and it is expected that thousands, who are not ordinarily movie fans, will want to see this unusual production.

For the balance of the year, MGM has ready for release Gene Kelly's "Invitation to the Dance", which received high praise from Queen Elizabeth and the Duke of Edinburgh at the recent Edinburgh Film Festival; the suspense hit, "Julie", starring Doris Day, Louis Jourdan, Barry Sullivan and Frank Lovejoy, which sneak preview audiences are hailing as another "Laura"; the Bob Hope-Katherine Hepburn co-starrer, filmed in Great Britain, "The Iron Petticoat"; and the other "Tea" film, the adaptation of another outstanding Broadway stage hit, "Teahouse of the August Moon", filmed largely in Japan, and starring Marlon Brando and Glenn Ford, plus a large cast of notables. A wire received this week by Hilly Cass from Charles Reagan, MGM sales chief, reports terrific favorable response to the first sneak preview of "Teahouse".

Former NFB Chief Named Ambassador

Ottawa: Arthur Irwin, once well known as the commissioner of the National Film Board, has been appointed Ambassador to Brazil by the Canadian Government. Irwin has been Canadian High Commissioner to Australia since 1953. He was the successor to John Grierson at NFB.

Stars Set For New Columbia Release

London: Hollywood's red-headed Arlene Dahl has been chosen by British producers Frank Launder and Sidney Gilliat to co-star with Jack Hawkins in their first production under their new Columbia Pictures worldwide distribution deal, "Fortune Is A Woman."

7 "Adult" Features

Toronto: Three features were classified as "Adult Entertainment" by the Ontario Board of Censors in July, and four got the "Adult' tag in August. The seven features so classified were as follows: "Love In The City", "The Proud and the Profane"; "Time-table", "High Society", "A Kiss Before Dying", "Maddalena" and "1984".

UA Title Change

Hollywood: "Crime of Passion" has been set as the final title of the Barbara Stanwyck-Sterling Hayden starrer formerly called "Love Story." A Bob Goldstein production for United Artists release "Crime of Passion" also stars Raymond Burr and Royal Dana.

SASK. EXHIBS

(Continued from Page 1)

ectors of the Association elected at the annual meeting are as follows: F. Falkner, Tisdale; W. Pyle, Rockglen; R. D. Armstrong, Whitewood; H. Gunn, Regina; H. Durham, Shaunavon; J. D. Watson, Regina; I. Reinhorn, Regina; H. Humphries, Grenfell; G. R. Miller, Wynyard; R. Southam, Gainborough; J. King, Milestone; R. Plumb, Saskatoon; A. M. Crawford, Watrous; W. Zaparaniuk, Prince Albert; G. M. Miller, Kelvington, and W. Russell, Saskatoon. Officers for the coming year are J. Duane McKenzie, Estevan, president; J. F. Lundholm, Swift Current, vice-president; and Jack M. Heaps, Regina, secretary-treasurer.

3rd Toronto House Goes Legitimate

Toronto: The Circle Theatre on Yonge Street in North Toronto is being converted into a stage house for stock-company presentations under the direction of Stan Jacobson. The first play will be "Uncle Willie", starring Sammy Sales. The Circle, a former Twinex house, has lately been coupled with the Towne Cinema for the presentation of Art-type films. It will be the third former movie house in the Queen City, to convert to a regular stage policy. Other two are the Crest (the former Belsize), and the Avenue.

RKO Acquires "Guilty" Rights

Hollywood: RKO has acquired distribution rights for the murder-adventure, "Guilty?" in the Western Hemisphere and the Far East, excluding Australasia. A Gibraltar production, "Guilty?" stars John Justin, Barbara Lagge, and Donald Wolfit, with guest stars, Stephen Murray and Norman Woodland. Based on the novel, "Death Has Deep Roots," by Michael Gilbert, the feature was produced by Charles Leeds and directed by Edmond Greville.

"Brock" Heads Can. UNESCO Delegation

Toronto: Leonard W. Brockington, president of J. Arthur Rank's Canadian companies, is going shortly to New Delhi, India, as the head of the Canadian delegation to the conference of the United Nations Educational, Scientific and Cultural Organization Nov. 5 to Dec. 5.

Spencer To Replace Fire-Destroyed House

Saint John: The F. G. Spencer Company, Famous Players affiliates, are completing plans to erect a new modern theatre in Charlottetown, P.E.I., to replace the Prince Edward, which was destroyed by fire last December. The new theatre will be built by the Kenney Construction Company of Yarmouth, who has done all the building for the Spencers for many years, erecting a score of theatres throughout the Maritimes, including the Capitol and North River Drive-In theatres at Charlottetown.

"Deb" Director

Hollywood: MGM director Vincente Minnelli, with "Lust for Life" and "Tea and Sympathy" ready for release and "Designing Woman" preparing for production, has been assigned to direct "The Reluctant Debutante," starring Debbie Reynolds. It will be produced by Pandro S. Berman.

3 For Astral

Hollywood: E. J. Baumgarten, president of Associated Film Releasing Corp., has just concluded a releasing deal with Jerry Solway of Astral Films Limited of Toronto, for Canadian distribution of his Associated pictures, "Three Outlaws", "Blonde Bait" and "Frontier Gambler".

B.C. THEATRE

(Continued from Page 1)

aches. Owners are Harry Howard of Theatre Equipments, Vancouver, and Cec Steele, Smithers, B.C. theatre owner. House will be managed by Bob Holm, Vancouver projectionist, who formerly owned a theatre at Fort McLeod, Alta. The Nechako is the town's first 35 mm theatre, having previously been serviced with a 16 mm outfit.

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F-P MANAGERS

(Continued from Page 1)

Each manager, as Dan Krendel explains in the Bulletin, is actually in competition only with himself, and has only his own past record to beat. The judges make their selections on the basis of the content of each individual submission, and not in relation to other entries as is the case in the standard type of contest. There are no budgets, and no limit on the amount of prize money.

The idea of continuous cash awards for continuous showmanship efforts, is an offshoot of the Ballyhoo Contest held by Famous Players last year. Following the results of that contest, it was decided to continue the cash awards on an informal basis, while at the same time, Ballyhoo, the regular bulletin which prior to the contest, had always been confined to Dan Krendel's own district, was continued on a National basis, with Krendel continuing to edit and compile it. The result has been a renewed interest in showmanship by Famous Players managers from coast to coast, much to the gratification of both Krendel and other Famous Players executives.

The cash awards won by the Famous managers were as follows:

Bill Burke, Capitol, Brantford, $50, for his ingenuity in using his own collie dog to help pack his theatre for three days with an old Lassie picture.

Zara Ellwood, Capitol, St. Thomas, $35, for her exceptional campaign on "Man In The Grey Flannel Suit".

Len Bishop, Shea's, Toronto, $25, for his clever and novel use of cardiac machines in connection with a press preview of "The Man Who Knew Too Much".

Hilary Howes, Capitol, Halifax, $25, for a great selling job on "D-Day, The Sixth of June".

Gordon Carson, Fort, Ft. William and Frank Sabatini, Lake, Ft. William, $50, split evenly for the truly amazing job they did in combining on a series of mid-week childrens' shows in addition to regular Saturday matinees on which they also work together.

Claude Smith, Paramount, Chilliwack, $25, for an outstanding promotion on the Elmer Safety Club deal.

Jim Cameron, Capitol, Ft. William, for his excellent Rock 'N Roll shows, and his outstanding promotion of books of children's tickets.

Charlie Doctor, Capitol, Vancouver, $20, for two outstanding selling jobs, "The Man in the Grey Flannel Suit", and "King And I."

Ralph Micheltree, Capitol, Calgary, for an outstanding campaign on "Wee Geordie", and his Satayem Junior Quarterback Club.

Olga Frenette, Orpheum, Soo, $20, for a really terrific selling job on both "The Leather Saint", and "Rock Around The Clock".

Jack Pungente, Green-Acres Drive-In, Brandon, Man., $15, for an eye-catching, full-page newspaper co-op, and for maintenance ingenuity.

Otis Bowes, Capitol, Moose Jaw, $15, for a fine selling job on "The Man in the Grey Flannel Suit".

Bill Novak, Capitol, Winnipeg, $15, for a special promotional campaign on "Wee Gordie".

Les Mitchell, Capitol, Welland, $15, for a terrific newspaper co-op campaign on "The Man in the Grey Flannel Suit".

Will Harper, Paramount, Kelowna, $15, for the clever manner in which he gets his patrons to return their covers for a weekly draw.

Michael Hall, assistant manager, Paramount, Kelowna, $15, for a terrific job of organizing the Elmer Safety Deal.

Murray Summerville, Algoma, Soo, $15, for a fine selling job on "The Man In The Grey Flannel Suit", while he was at the Capitol, London.

Vern Hudson, Capitol, St. Kitts, $15, for a very novel personal endorsation type of ad on "Wee Geordie".

Fred Tickell, Roxy, Medicine Hat, $15, for a novel promotion sale on children's books of tickets.

Freeman Skinner, Paramount, Halifax, $15, for an excellent newspaper promotion and no-cost selling job on "The Proud Ones".

In the same issue of Ballyhoo, it is reported that an additional $100 has just been distributed to five Famous Players and affiliated managers, by Theatre Confections Ltd., as prizes in Jack Fitzgibbons' recent popcorn-week contest. It is not surprising to note that the top prize of $30 was won by Bill Burke, Capitol, Brantford, who also copped top award of $50 in the F-P prize list. $25 second prize went to Mel Jolley, Century, Hamilton; 3rd prize of $20 to Ken Garbigg, Century, Lindsay; 4th prize of $15 to Joe Paul, Paramount, Brantford; and 5th prize of $10 to Zara Ellwood, Capitol, St. Thomas, who also received $35 from Famous Players for her showmanship efforts.

ASN PROMOTIONS

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made to separate Industrial Motion Picture thinking from television commercials. Both are separate entities in the manner in which they must be treated in their creative and technical phases. This new arrangement will assure more adequate concentration and supervision of the individual requirements of each medium." Jack Dunham is in charge of television production; Production Chief for Industrial Motion Pictures is Gordon Sparling.

The following Executive promotions at ASN are part of the new segregated-production plan.

R. (Phil) Pitt-Taylor, former editor, director and executive producer with over 34 years experience in the motion picture industry, has been appointed Production Manager at ASN. Mr. Pitt-Taylor will co-ordinate the functions of all production departments.

Dave Green, formerly editor with several major feature studios in England, and editor with ASN, has been appointed Chief Editor in charge of the Editing Dept.

Ray Cunnington, who has written and directed for the CBC, NFB and the MRT, and previously script writer at ASN, has now been appointed Writer-Director.

Jack Hynes, formerly Director of Photography at ASN, has been promoted to the Company's Directorial Staff.

A new addition to ASN's editing staff is Lester Rendelstein, graduate of Syracuse University, majoring in television.

Karloff's Key Role

Hollywood: Boris Karloff has been signed for a key horror role in the upcoming chiller, "Voodoo Island," to be produced by Bel-Air Productions for United Artists release. This will mark Karloff's first Hollywood film in more than two years. Howard W. Koch will produce "Voodoo Island" from the Richard Landau screenplay. Aubrey Schenck will be executive producer. Filming is scheduled to begin next month.

E-U Re-Releasing Hellinger Pair

Toronto: As a result of the success of test engagements in the U.S., Mark Hellinger's "The Killers", starring Burt Lancaster and Ava Gardner, will be given a general re-release in Canada, starting in November, it was announced this week by A. W. Perry, Empire-Universal president. The picture is being teamed with "The Sleeping City", starring Richard Conte and Coleen Gray, another Mark Hellinger production. New trailers, press books, advertising accessories and prints are being prepared on both pictures.

The first re-issue ever to play the Palace, New York, with its regular vaudeville show, "The Killers" was held over as the result of exceptional business.

WOMPI'S

(Continued from Page 1)

Rawnsley, of United Artists, President of the Toronto WOMPI Association, and May Levandusky of Odeon Theatres (Canada) Ltd., 1st Vice-President of the Toronto WOMPI Association. These two are the official delegates.

Alternate delegates from Toronto who are attending include, Marion Kadey, CMPDA; Veronica Kiszkiel, Paramount; Olga Rhoden, Odeon; Florence Long, General Theatre Supply; Audrey Cherry, GTS; Joan Shields, GTS; Ruth Frankson, GTS; Olive Copleston, MGM; and Mildred Banks, MGM.

The Toronto delegation will co-host a Sunday noon luncheon with WOMPI's from Washington, D.C. and Denver, Colo. The Toronto girls will present each American WOMPI with colorful books on Canada from the Federal Government, and aluminum coasters inscribed "Ontario 1956", and gold book matches from the Ontario Government.

A full schedule of events has been planned for the visiting WOMPI's during the three day convention, Sept. 28, 29 and 30. The Convention is being held at the Dinkler-Plaza Hotel in Atlanta.

Toronto delegates to the 3rd Annual Convention of Women of the Motion Picture Industry, being held this week in Atlanta, Georgia.

THE NEW YORK DAILY NEWS says:

"Not since 'Gone With The Wind' opened in 1939 has a picture created so much interest and held an audience so spellbound."

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and JOHN MILLS

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BASED ON THE NOVEL WAR AND PEACE BY LEO TOLSTOY